

# POLITICAL MARKETING (MINOR)

This program was approved for students entering the university in the Summer 2024–Spring 2025 catalog year. For more information about catalog year, go to Catalog Year Information (<http://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/>).

## Minor in Political Marketing

Unit: College of Business; College of Arts and Sciences  
Department: Marketing; Political Science  
Academic Plan Code(s): MKT MINPOL

The minor in Political Marketing allows students to build content and competency skills for those interested in working in areas like political campaign communications, public awareness campaigns, political advertising, and electoral/advocacy campaigns.

## Program Requirements

Code	Title	Hours
MKT 301	Principles of Marketing <sup>1</sup>	3
POLS 201	Introduction to American Government and Politics - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	3
or POLS 202	Introduction to Comparative Politics - D2 ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
<b>Option 1 <sup>2</sup></b>		
MKT 350	Consumer Behavior	3
or POLS 321	Political Psychology and Public Opinion - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
or POLS 343	Campaign Management	
<b>Option 2 <sup>2</sup></b>		
MKT 441	Market Intelligence and Customer Insights	3
or POLS 319	Media and Politics	
or POLS 322	American Political Parties and Elections - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	
<b>Electives</b>		
Pick one Marketing course from the following:		3
MKT 202	Design Thinking for Creative Problem Solving - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ) <sup>3</sup>	
or MKT 410	Design Thinking in Marketing	
MKT 342	Social Media I	
MKT 395	Digital Marketing Strategy <sup>4</sup>	
MKT 408	Branding Products, People, and Places	
Pick one Political Science course from the following:		3
POLS 201	Introduction to American Government and Politics - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )	

POLS 202	Introduction to Comparative Politics - D2 ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> ), SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )
POLS 319	Media and Politics
POLS 322	American Political Parties and Elections - SB ( <a href="http://catalog.louisville.edu/undergraduate/general-education-requirements/">http://catalog.louisville.edu/undergraduate/general-education-requirements/</a> )
POLS 330	International Relations
POLS 511	Internship II
POLS 512	Frankfort Legislative Internship

**Minimum Total Hours** **18**

- <sup>1</sup> MKT 301 is a prerequisite for all Marketing courses listed except MKT 202.
- <sup>2</sup> Required Option 1 and Option 2 courses cannot double count as electives (POLS 201, POLS 202, POLS 321, POLS 343, POLS 319, POLS 322).
- <sup>3</sup> MKT 202/MKT 410 include an IBM Design Thinking certification for students.
- <sup>4</sup> MKT 395 includes a Google Analytics certification for students.